



**QUALITY,**  
**SERVICE**  
**AND**  
**SAFETY**  
**DRIVING GROWTH**



*In just over a decade, Nations Roof has made its mark on the American roofing industry. The company, with its National Service Center in Lithia Springs, GA, is famous for its lithia water – mineral water containing lithium salts. Nations Roof has grown significantly since 2004 in both size and well-earned reputation for quality, service and professionalism.*



## Written by Robert Hoshowsky

The company provides outstanding design and workmanship and welcomes young, enthusiastic men and women into the ranks which now exceeds 850 full-time staff. Nations Roof is on a mission to bolster the profile of the roofing industry in the United States, carrying on the values set down by company co-founder Richard M. Nugent.

Nugent was formerly the head of the National Roofing Contractors Association (NRCA) – one of the most respected trade associations in the U.S. since 1886. He “is known for implementing a business plan at Nations Roof that has led the company to historic growth in the roofing industry,” according to the NRCA. Nugent has over forty years of industry experience in all aspects of the business, including estimating and administration and has brought his enthusiasm and passion to the creation of Nations Roof.

“Rich really is committed to improving the whole industry, and our company benefits from that,” says Nations Roof Chief Marketing Officer John Geary, “and he shares a lot of that expertise with other contractors and with the association.”

Roofing industry veteran Geary brought thirty-five years of industry know-how with him when he joined Nations Roof this year. He has contractor, manufacturer and distributor knowledge and eighteen years of experience at Firestone Building Products, where he served as a product manager, head of technical services, head of research and development and led its marketing group.

“This business has been so good to me, and I’m so thankful for that. It gives us a chance to give back to other people who may not have college degrees – or even if they do – we’ve got opportunities for them in the field and in the office, and it really is a place for people that want to work and come in and find a successful, rewarding and financially successful career.”

This past August, Nations Roof announced the opening of its twenty-third office in Indianapolis. And in just a few weeks, the company will open a Nations RoofCare Service Center in Nashville, Tennessee.

In a statement, Nugent said: “An Indiana location is part of our vision and is an asset to our customer base. As we continue ▶▶





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► to look forward and expand our footprint, we develop new relationships with local clientele. We believe that the office will assist us in our vision of achieving superior customer experiences.”

Nations Roof has a solid base of national customers in every state, and many of these are well-known companies and brands. Most of its business is for commercial clients. “Our goal is to give the best possible service to our customers, and that’s really what’s driving our expansion into other markets,” comments Geary.

Overwhelming demand for the company and its professional services resulted in the opening of many of Nations Roof’s offices, including Indianapolis. Rather than travel long distances and send crews from other branches, such as Chicago or Ohio, it made sense to create a new office to serve clients better.

Nations Roof handles a range of roofing types, styles and materials, from traditional to modern materials for single-ply, built-up, metal roofs, commercial roofs, green roofing systems, COOL roofs, garden roofs, solar and more.

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**“This has typically been considered a ‘dirty’ industry for years but has changed dramatically, with cleaner materials, recycling and new technologies.”**

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 Richard Nugent  
Chief Executive Officer



“Our customers’ needs are dictating to us what we need to do,” he says. “If you keep your eye on your customers, you’re not going to go wrong. When you focus on quality, timely service and safety, customers are willing to come back, and frankly, they’re willing to pay for it because it’s too expensive to make a mistake on the roof. If you choose the wrong contractor, you’re in a heap of trouble.”

The company has qualified staff including LEED-certified personnel and green roofing professionals, who work with clients on all their roofing needs.

This has typically been considered a ‘dirty’ industry for years but has changed dramatically, with cleaner materials, recycling and new technologies. In the past, old, worn roofing materials such as shingles were dumped into landfills; today, many tons of these materials get a second life. The oil is extracted and reused and the remainder is ground into aggregates which are a key component of pavement and roads. Nations Roof is a great believer in practicing environmentally friendly recycling whenever practical and uses modern machinery to bring in younger people, including women, to the sector.

“It is becoming less dangerous and more mechanized,” states Geary. “We are investing in equipment that allows us not to have the brute strength, and that gives women the opportunity to get involved on the service side of our business and on the management side. We support National Women in Roofing (NWIR) and appreciate the contributions of the highly qualified women who are in executive, management and field roles at Nations Roof. So we are looking for creative ways to bring people into the industry. Frankly, we need young individuals who are willing to work hard and learn, and we will give them the training to be successful in their career here.”

The teams operating from Nations Roof’s twenty-seven locations in twenty-four states across America are skilled professionals equipped to handle even the most challenging of projects, such as the Seattle Space Needle’s neck-craning 605 feet height.

The Space Needle became an icon of the Pacific Northwest immediately upon its construction for the 1962 World’s Fair. Despite its roof being able to withstand fierce winds of up to two hundred miles per hour, maintenance is still needed since nature and time are not kind to structures, roofs in particular.

The company has taken on several roofing projects at the Space Needle, the most recent completed last year. Crews ▶▶



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▶ from Nations Roof were presented with challenges from getting materials to the top of the structure to being sensitive to tourists at the site, working within wind limitations and safety for everyone from workers to people on the ground hundreds of feet below.

“It had very significant logistic issues,” says Geary, noting that safety both on street level and hundreds of feet in the air was paramount on this the project that took several months to complete. “Even though it’s not windy on the ground, at that height it could have very high winds. We had to be very careful from a safety standpoint.”

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**“There is an ongoing commitment to safety awareness and accident prevention with daily, weekly, monthly and semi-annual safety training.”**

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Nations Roof’s safety initiatives include National Director of Risk Management Neff Ortiz and two registered risk coordinators who regularly inspect and audit job sites. There is an ongoing



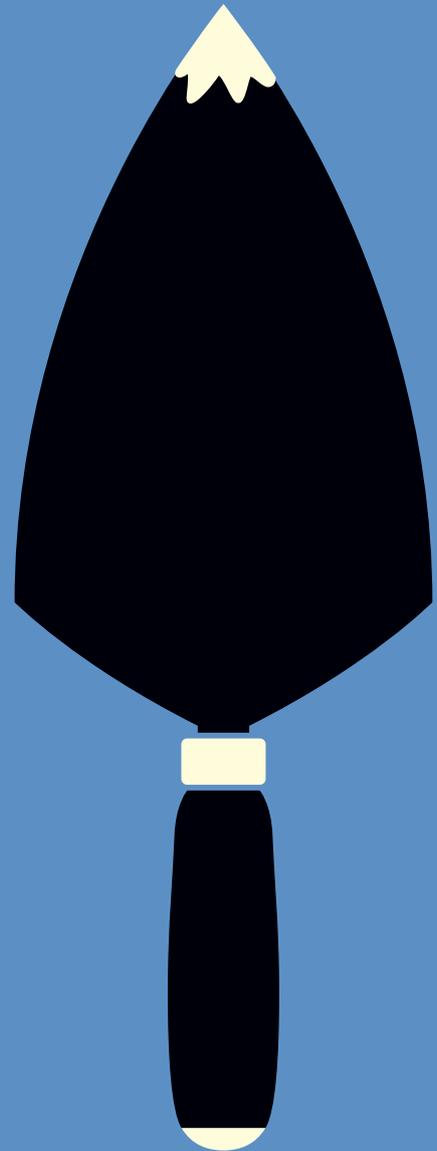
commitment to safety awareness and accident prevention with daily, weekly, monthly and semi-annual safety training. Last year alone, Nations Roof made a substantial investment of \$2 million in safety rails and personal protective equipment (PPE) for all workers. Substantial increases in annual sales while decreasing incident claims enabled Nations Roof to receive the National Underwriters 2017 Excellence in Workers Compensation Risk Management Award.

A new roof or re-roofing project represents a significant investment, and Nations Roof takes pride in providing roof asset management services. These are described as “a proactive approach to managing roofing assets for client’s portfolios of properties.” Nations RoofCare investigates, maintains, repairs (if necessary), reports roof conditions and even sets up budgets for customers with the goal of significantly extending the lifespan of roofing systems.

“When they buy a new roof or whether it’s a new building or they have a whole retrofit, our objective is to say, ‘now that the roof is watertight, let’s do everything that we can to extend the life of that roof,’” says Geary. “And so, we offer preventive maintenance agreements that really help them extend the life of their roof, because some of these materials and the way they are installed – if they get just a little tender loving care – can ▶▶



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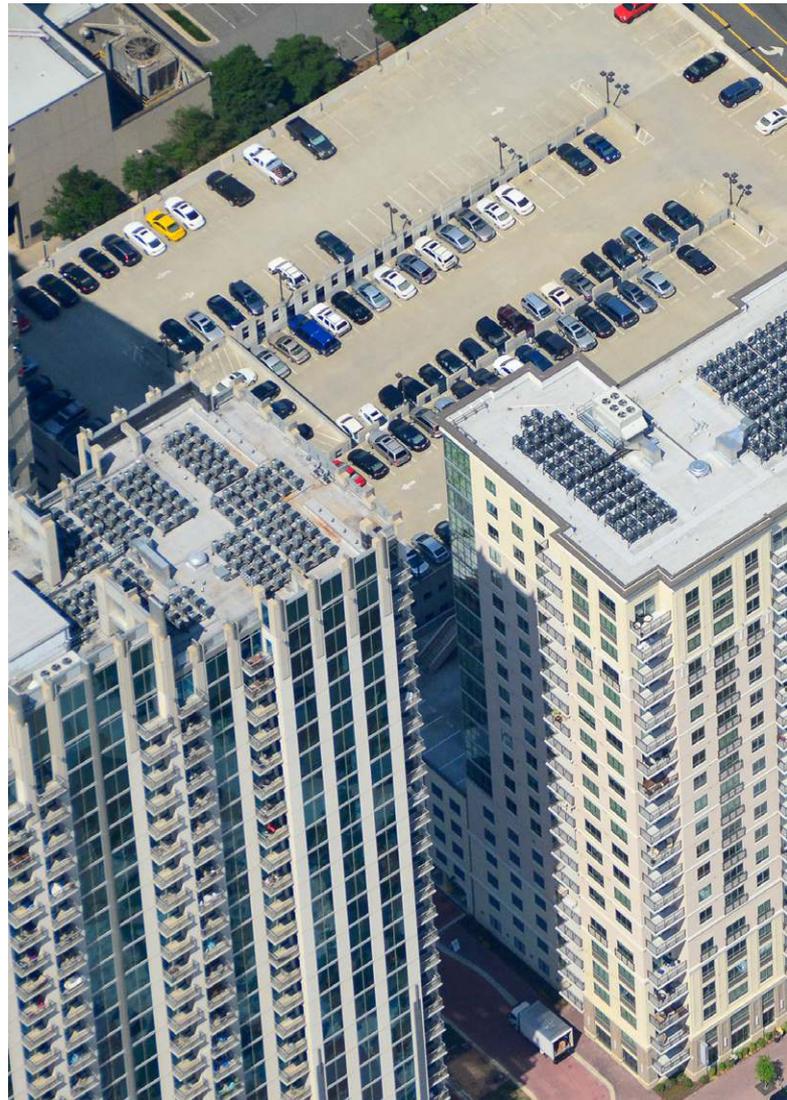


► last much longer than the average amount of time for a roof that is neglected, never re-inspected and out of sight and out of mind, which is really easy to do in the roofing business. In all the years that I've been in this industry, I've yet to meet the first customer that wanted to buy a roof."

After inspecting roofs, cleaning drains, removing debris and documenting what they find, condition reports are prepared. NationsFM – which stands for facility management – is an online portal where customers with multiple properties are able to access information regarding the condition of all of their roofs, if any work needs to be completed, budget recommendations and more.

"It helps them to be proactive in what they are doing and extend the life of the roof, which is exactly what we want to help them do," says Geary of the service, which can save property owners time, money and aggravation.

The company professionally handles projects like the Seattle Space Needle, hotels on Chicago's lakefront, works for major



universities, a large government facility in Georgia, and works for the entertainment industry in Florida. This variety showcases Nations Roof's ability to manage multiple crews, deal with scheduling issues (including working only at night) and work in conditions with bitterly cold weather, steep slopes, safety concerns, limited on-site room for materials and much more and come out on top every time.

"For every construction project, there are three keys to success: good design, good materials and good workmanship," states Geary. The company works closely with some of the best architects and designers in the field, resulting in Nations Roof handling projects for numerous top-tier clients.

"We are honored to be selected by our customers to handle something most of them would rather not have to address. Our national and local clients expect high-quality roofs, installed in the safest way possible to extend the life cycle of their roofs. And that is what we strive to deliver every day. As Rich Nugent often says, 'Our goal isn't to be the biggest roofing contractor. Our goal is to be the best!'" ■



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